

INFORMATION PRIVACY: BALANCING TRUST IN, AND VALUE FROM, PERSONAL DATA

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See Below

PROFESSIONAL TECHNIQUES – T32

Session Abstract

The topics of Big Data and Information Privacy have both received significant attention in the last couple of years. Data analytics on large data sets ("Big Data") is seen as a way to identify additional relationships and value from information, and Information Privacy being seen as imposing restrictions on what information can be captured and the ways that it can be used.

Given the tension between these areas, this panel will focus on discussing practical ways that organizations have balanced generating business value from their information, while managing privacy concerns and maintaining the trust of their customers and other stakeholders.

Target Audience

*People involved in operating Information Security or Privacy programs.
People involved in auditing Information Security or Privacy programs.*

No specific skills or prior knowledge are required to get value from this session aside from a general knowledge of Information Technology. Familiarity with information security or privacy topics would be of value, but is not required.

COBIT Objectives

Strategic Goals

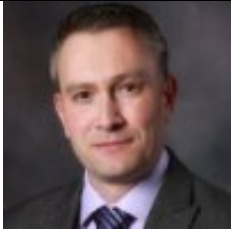
- Stakeholder Value of Business Investments
- Optimization of business process functionality

IT Related Goals*

- IT compliance and support for business compliance with external laws and regulations
- Managed IT-related business risk
- Realized benefits from IT-enabled investments and services portfolio
- Security of information, processing infrastructure and applications
- Optimization of IT assets, resources and capabilities

**COBIT 5 was utilized to map the goals*

Speaker Bio



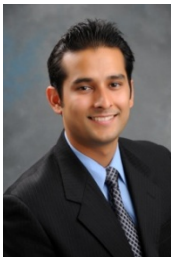
Aaron Weller leads the Western Region Data Protection & Privacy practice for PwC where he helps complex and global organizations better manage balance the value that they gain from their data with the risks that large, sensitive data sets can create.

Prior to joining PwC, Aaron co-founded and led a boutique consulting company that specialized in the areas of information strategy and privacy. Before that, he has 15 years global experience in a variety of consulting and operational roles.



Ian Fyfe, Chief Technology Evangelist & VP Big Data Product Marketing, Pentaho

Ian is the product evangelist and VP product marketing at Orlando and San Francisco based Pentaho. He brings over 20 years of experience in the business analytics software market with roles spanning consulting services, pre-sales engineering, product management and product marketing. Ian started his career by co-founding a business intelligence startup and has worked at companies including Business Objects, Informix, Epiphany, PeopleSoft and Jaspersoft. His favorite hobbies are skiing, rock climbing, mountain climbing, and most recently kiteboarding.



Varun Badhwar, Vice President of Product Strategy

As a key member of the CipherCloud executive team, Varun Badhwar is responsible for product strategy, product marketing, evangelism, and sales enablement. Prior to joining CipherCloud, Varun was responsible for ensuring the security of the Force.com ecosystem at Salesforce.com, which included over 1,500 applications from partners across the globe. Prior to Salesforce.com, he was a Consultant within the Risk Advisory Services group at KPMG, where he was responsible for conducting organizational risk assessments with a focus on delivering solutions that enabled prominent Fortune 500 Clients to manage IT security and privacy, operational risks, and alignment with overall business strategy.

Varun Badhwar holds a BS degree in Computer Science from the University of Southern California. He is a Certified Information Systems Security Professional (CISSP) and Certified Information Systems Auditor (CISA).



Marcus Morissette is currently the Director of Privacy for eBay Marketplaces (Americas & APAC). He is responsible for the development and implementation of privacy policies and controls for a global ecommerce business that includes such brands at eBay.com, StubHub, Shopping.com and Hunch.

He was formerly the co-founder and Chief Operating Officer of Concise Consulting, a boutique information privacy and security consulting firm based in Seattle, WA. He has worked in the information privacy and security field for over 14 years, serving previously in a diverse set of roles at IOActive, KPMG, and several start-up technology and services firms.

He also serves as an attorney in the U.S. Navy, and is currently an Assistant Staff Judge Advocate at NORAD-USNORTHCOM, where he provides advice to the commander and his staff on domestic operational law and cyber law.

He received his undergraduate degree in Economics from the University of Maryland, and his law degree from the University of Idaho, College of Law. He holds certifications as a CIPP, CISSP, CISA, and is licensed to practice law in the State of Washington.